



DECA - Memorandum to Region Directors

OC/MBS

MEMORANDUM FOR ALL CONUS REGION DIRECTORS

SUBJECT: Cigarette Planograms

The Army Air Force Exchange Service (AAFES) has completed its negotiations over planograms with tobacco manufacturers. Attached for your information are copies of the new segment and manufacture shares, an instruction sheet for allocating space, and example schematics indicating manufacturer positioning. All store are requires to adhere to these guidelines.

Aside from the normal shifting of business among manufacturers within in each segment, there is one significant change in approach under the new program. In determining segment space and manufacturer space within each segment, stores are to use the share percentages for individual stores provided on the attachment. For example, while the old Northeast Region overall full revenue share is 58 percent, McGuire AFB should devote 68 percent to full revenue. Allocating space by individual store should improve in-stock positions and allow for more precision in determining total department space.

Gary C. Duell
Manager
Marketing Business Unit

SD Home | Directors Home
Commissary Tobacco POG | Fixture Allocation | Vendor Alignment | Example
Northeast | Central | Midwest | Northwest | Southern | Southwest |
Memo to Region Directors

OPTIONAL FORM 99 (7-90)

FAX TRANSMITTAL

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To <i>Ralph Duell</i>	From <i>Rosa Brown</i>
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NSN 7640-01-817-7369

5099-101

GENERAL SERVICES ADMINISTRATION

51851 9161

FIXTURE ALLOCATION

CALCULATE FIXTURE ALLOCATION BY VENDOR BASED ON MARKET SHARE

* Each facility must use the percentages provided in the plan-o-gram. If your facility is not listed, use the regional percentages.

All examples below are based on MCGUIRE AFB allocating 10 feet for cigarettes.

I. DETERMINE SPACE ALLOCATION FOR ALL CIGARETTES

1. LENGTH OF FIXTURE x 12 = FIXTURE LENGTH IN INCHES.
2. FIXTURE LENGTH IN INCHES x NUMBER OF SHELVES = TOTAL SPACE.

EXAMPLE: 10 FOOT FIXTURE x 12 = 120 inches
120 x 5 SHELVES = 600 inches

II. DETERMINE SPACE ALLOCATION FOR FULL REVENUE AND PRICE VALUE

1. TOTAL SPACE x TOTAL FULL REVENUE SHARE PERCENTAGE FOR YOUR FACILITY
2. TOTAL SPACE x TOTAL PRICE VALUE SHARE PERCENTAGE FOR YOUR FACILITY

EXAMPLE: FULL REVENUE SHARE - 600 INCHES x 68% = 408 inches
PRICE VALUE SHARE - 600 INCHES x 32% = 192 inches

III. DETERMINE VENDOR SHELF SPACE ALLOCATION WITHIN THE FULL REVENUE AND PRICE VALUE SEGMENT

1. (FULL REVENUE SHARE x VENDOR'S FULL REVENUE PERCENTAGE) DIVIDED BY NUMBER OF SHELVES (ROUND TO THE NEAREST INCH)
2. (PRICE VALUE SHARE x VENDOR'S PRICE REVENUE PERCENTAGE) DIVIDED BY NUMBER OF SHELVES (ROUND TO THE NEAREST INCH)

EXAMPLE:	PM-	(408 x 47% = 192)/5 = 38 inches per shelf
	L&M-	(408 x 2% = 8)/5 = 2 inches per shelf (See Note. Adjust to 4 inches per shelf.)
FULL		
REVENUE	RJR-	(408 x 16% = 65)/5 = 13 inches per shelf (Adjust to 11 inches to accommodate for additional inches added to L&M.)
	LORILLARD	(408 x 20% = 82)/5 = 16 inches per shelf
	B&W-	(408 x 15% = 61)/5 = 12 inches per shelf
PRICE	PM-	(192 x 21% = 40)/5 = 8 inches per shelf
VALUE	RJR-	(192 x 21% = 40)/5 = 8 inches per shelf
	B&W-	(192 x 46% = 88)/5 = 18 inches per shelf
	L&M-	(192 x 12% = 23)/5 = 5 inches per shelf

* NOTE: Minimum shelf space required for a carton of cigarettes is 3.5 to 4 inches. If a vendor's space allocation is less than 4 inches, please make adjustments.

* If a facility stocks product from a vendor with 0% market share, please adjust shelf space to display product allocating no more than two rows on one or two shelves (see example for McGuire AFB on space allocated to Commonwealth and Star brands).

51851 9162

DECA - NORTHEAST REGION

SHARE OF FULL REVENUE AND PRICE VALUE BY MANUFACTURER

FULL REVENUE SHAREPRICE VALUE SHARE

	TOTAL FULL REV SHARE	PM FULL REV SHARE	RJR FULL REV SHARE	B&W FULL REV SHARE	L&M FULL REV SHARE	LOR FULL REV SHARE	TOTAL PRICE VALUE SHARE	B&W PRICE VALUE SHARE	PM PRICE VALUE SHARE	RJR PRICE VALUE SHARE	L&M PRICE VALUE SHARE	LOR PRICE VALUE SHARE	COMMON WEALTH VALUE SHARE	STAR PRICE VALUE SHARE
MCGUIRE AFB, NJ	68%	47%	16%	16%	2%	20%	32%	46%	21%	21%	12%	0%	0%	0%
FORT MEADE, MD	58%	52%	20%	17%	1%	10%	42%	50%	23%	17%	9%	0%	0%	0%
FORT HAMILTON, NY	84%	55%	12%	16%	1%	16%	16%	55%	31%	12%	2%	0%	0%	0%
ANDREWS AFB, D.C.	61%	45%	19%	19%	1%	17%	35%	50%	25%	17%	9%	0%	0%	0%
HANSCOM AFB, MA	63%	51%	18%	17%	2%	12%	37%	49%	32%	14%	6%	0%	0%	0%
FORT MONMOUTH, NJ	72%	53%	15%	16%	2%	14%	26%	49%	23%	21%	7%	0%	0%	0%
FORT DRUM, NY	36%	61%	17%	12%	1%	9%	64%	38%	23%	33%	6%	0%	0%	0%
FORT BELVOIR, VA	58%	49%	21%	28%	1%	9%	42%	43%	19%	19%	14%	0%	0%	0%
ABERDEEN PROVING GROUND, MD	48%	52%	23%	15%	1%	10%	52%	48%	18%	23%	11%	0%	0%	0%
FORT DEVENS, MA	63%	48%	20%	15%	2%	16%	47%	56%	25%	12%	7%	0%	0%	0%
CHARLES E. KELLY, PA	48%	44%	22%	19%	1%	14%	52%	46%	34%	12%	9%	0%	0%	0%
WEST POINT, NY	68%	65%	16%	15%	2%	13%	32%	63%	21%	12%	9%	0%	0%	0%
FORT MEYER, VA	69%	45%	22%	28%	1%	13%	31%	49%	22%	20%	10%	0%	0%	0%
DOVER AFB, DE	51%	51%	23%	15%	1%	11%	49%	37%	29%	24%	10%	0%	0%	0%
ARDC, PA	73%	61%	14%	13%	1%	11%	27%	45%	37%	10%	8%	0%	0%	0%
CARLISLE BARRACKS, PA	49%	61%	23%	17%	0%	10%	51%	40%	25%	16%	17%	0%	0%	0%
TOBYHANNA ARMY DEPOT, PA	51%	48%	22%	17%	1%	12%	49%	48%	34%	9%	10%	0%	0%	0%
WALTER REED, D.C.	70%	48%	19%	20%	0%	13%	30%	50%	23%	19%	8%	0%	0%	0%
BANGOR AFB, ME	35%	58%	24%	15%	0%	5%	65%	59%	21%	12%	8%	0%	0%	0%
NEW CUMBERLAND ARMY DEPOT, PA	58%	48%	27%	15%	1%	9%	50%	34%	37%	16%	14%	0%	0%	0%
FORT RITCHIE, MD	47%	48%	24%	18%	1%	9%	53%	43%	27%	18%	11%	0%	0%	0%
FORT DETRICK, MD	50%	68%	20%	14%	0%	8%	50%	47%	26%	19%	8%	0%	0%	0%
VINT HILL FARMS STA	54%	51%	22%	28%	1%	6%	46%	62%	19%	12%	6%	0%	0%	0%
NORTHEAST REGION (23)	58%	51%	18%	16%	1%	14%	42%	47%	25%	19%	9%	0%	0%	0%

E916 15815

DECA - CENTRAL REGION

SHARE OF FULL REVENUE AND PRICE VALUE BY MANUFACTURER

FULL REVENUE SHAREPRICE VALUE SHARE

	TOTAL FULL REV SHARE	PM FULL REV SHARE	RJR FULL REV SHARE	B&W FULL REV SHARE	L&M FULL REV SHARE	LOR FULL REV SHARE	TOTAL PRICE VALUE SHARE	B&W PRICE VALUE SHARE	PM PRICE VALUE SHARE	RJR PRICE VALUE SHARE	L&M PRICE VALUE SHARE	LOR PRICE VALUE SHARE	COMMON WEALTH VALUE SHARE	STAR PRICE VALUE SHARE
SELFIDGE ANG BASE, MI	54%	44%	20%	22%	2%	12%	46%	22%	47%	24%	6%	1%	0%	0%
LANGLEY AFB, VA	42%	48%	22%	13%	1%	15%	58%	38%	20%	35%	7%	0%	0%	0%
WRIGHT-PATTERSON AFB, OH	40%	48%	29%	16%	2%	6%	60%	28%	33%	21%	18%	0%	0%	0%
LITTLE ROCK AFB, AR	30%	49%	30%	16%	1%	4%	70%	38%	27%	21%	14%	0%	0%	0%
FORT BRAGG, NC	37%	52%	22%	16%	1%	10%	63%	32%	28%	29%	11%	0%	0%	0%
FORT CAMPBELL, KY	35%	56%	19%	13%	1%	11%	65%	50%	20%	16%	14%	0%	0%	0%
FORT KNOX, KY	33%	46%	19%	15%	1%	20%	67%	39%	30%	18%	14%	0%	0%	0%
FORT EUSTIS, VA	44%	49%	20%	13%	0%	17%	58%	36%	18%	35%	11%	0%	0%	0%
GRANITE CITY (C.M. PRICE), IL	42%	41%	24%	24%	2%	9%	58%	47%	23%	16%	14%	0%	0%	0%
FORT BENJAMIN HARRISON, IN	38%	45%	27%	18%	3%	7%	62%	40%	25%	26%	10%	0%	0%	0%
FORT LEAVENWORTH, KS	35%	49%	26%	17%	2%	6%	65%	46%	26%	15%	13%	0%	0%	0%
FORT LEONARD WOOD, MO	24%	48%	23%	16%	2%	12%	76%	42%	25%	18%	15%	0%	0%	0%
FORT MONROE, VA	33%	44%	21%	14%	0%	20%	67%	38%	10%	41%	11%	0%	0%	0%
FORT MCCOY, WI	34%	55%	24%	14%	0%	7%	66%	42%	24%	24%	8%	2%	0%	0%
SEYMOUR-JOHNSON AFB, NC	35%	39%	28%	14%	1%	18%	65%	22%	38%	25%	16%	0%	0%	0%
ROCK ISLAND, IL	35%	53%	25%	16%	1%	5%	65%	28%	28%	33%	11%	0%	0%	0%
WHITEMAN AFB, MO	33%	57%	22%	11%	2%	8%	67%	33%	20%	28%	19%	0%	0%	0%
MALONE VILLAGE, NC	33%	47%	22%	18%	0%	13%	67%	29%	28%	29%	14%	0%	0%	0%
DEFENSE GEN. S. O'PLY CENTER, VA	43%	48%	21%	19%	0%	11%	57%	38%	20%	30%	11%	0%	0%	0%
POPE AFB, NC	36%	65%	19%	10%	1%	5%	64%	27%	19%	40%	15%	0%	0%	0%
CENTRAL REGION (20)	37%	47%	23%	17%	1%	11%	63%	36%	28%	23%	13%	0%	0%	0%

4916 15815

DECA - MIDWEST REGION

SHARE OF FULL REVENUE AND PRICE VALUE BY MANUFACTURER

	FULL REVENUE SHARE					PRICE VALUE SHARE								COMMON WEALTH SHARE	STAR PRICE SHARE
	TOTAL FULL REV SHARE	PM FULL REV SHARE	RJR FULL REV SHARE	B&W FULL REV SHARE	L&M FULL REV SHARE	LOR FULL REV SHARE	TOTAL PRICE VALUE SHARE	B&W PRICE VALUE SHARE	PM PRICE VALUE SHARE	RJR PRICE VALUE SHARE	L&M PRICE VALUE SHARE	LOR PRICE VALUE SHARE	COMMON WEALTH SHARE		
FORT HOOD, TX	35%	53%	19%	14%	1%	13%	65%	35%	19%	33%	11%	0%	0%	2%	
FORT SAM HOUSTON & SPRT FAC, TX	40%	51%	23%	20%	1%	8%	80%	25%	17%	49%	10%	0%	0%	0%	
TINKER AFB, OK	32%	56%	21%	17%	1%	5%	88%	41%	20%	26%	14%	0%	0%	0%	
SCOTT AFB, IL	39%	46%	25%	19%	3%	8%	81%	32%	22%	33%	12%	0%	0%	0%	
FORT BLISS, TX	39%	53%	20%	16%	1%	10%	61%	36%	19%	29%	15%	0%	0%	0%	
LACKLAND AFB, TX	40%	52%	22%	18%	1%	8%	80%	27%	17%	44%	12%	0%	0%	0%	
RANDOLPH AFB, TX	42%	50%	24%	20%	1%	5%	58%	25%	16%	42%	15%	0%	0%	0%	
OFFUTT AFB, NE	39%	59%	19%	14%	1%	7%	61%	43%	28%	11%	17%	1%	0%	0%	
FORT CARSON, CO	36%	54%	20%	14%	1%	12%	64%	30%	17%	35%	18%	0%	0%	0%	
FORT HOOD SUPPORT FAC, TX	37%	55%	17%	12%	1%	16%	64%	36%	18%	35%	13%	0%	0%	0%	
FITZSIMONS II, CO	48%	49%	24%	21%	2%	5%	53%	41%	18%	30%	14%	0%	0%	0%	
KIRTLAND AFB, NM	45%	50%	23%	20%	1%	7%	55%	44%	16%	23%	16%	0%	0%	0%	
PETERSON AFB, CO	41%	52%	23%	18%	2%	9%	59%	34%	16%	32%	19%	0%	0%	0%	
FORT RILEY, KS	34%	50%	16%	14%	1%	19%	66%	42%	23%	22%	14%	0%	0%	0%	
SHEPPARD AFB, TX	32%	59%	19%	16%	1%	6%	63%	35%	29%	23%	13%	0%	0%	0%	
MCCONNELL AFB, KS	39%	54%	18%	16%	1%	11%	62%	39%	21%	20%	19%	0%	0%	0%	
DYESS AFB, TX	34%	56%	21%	17%	1%	6%	66%	33%	26%	25%	16%	0%	0%	0%	
USAF ACADEMY, CO	51%	49%	23%	18%	2%	8%	49%	37%	12%	34%	18%	0%	0%	0%	
ELLSWORTH AFB, SD	30%	59%	21%	13%	0%	7%	70%	42%	22%	26%	10%	1%	0%	0%	
CANNON AFB, NM	36%	56%	22%	16%	1%	5%	64%	40%	18%	27%	14%	0%	0%	0%	
KELLY AFB, TX	46%	53%	26%	15%	1%	5%	54%	23%	17%	48%	12%	0%	0%	0%	
HOLLOMAN AFB, NM	35%	59%	21%	13%	1%	7%	65%	36%	17%	25%	19%	0%	0%	0%	
GRAND FORKS AFB, ND	35%	55%	18%	12%	1%	5%	69%	39%	24%	26%	12%	0%	0%	0%	
ALTUS AFB, OK	31%	56%	21%	14%	1%	7%	82%	21%	18%	49%	12%	0%	0%	0%	
BROOKS AFB, TX	36%	51%	24%	19%	1%	5%	56%	34%	15%	28%	20%	0%	0%	0%	
GOODFELLOW AFB, TX	35%	54%	22%	15%	2%	7%	58%	32%	18%	32%	18%	0%	0%	0%	
REESE AFB, TX	37%	56%	24%	15%	2%	3%	63%	44%	18%	28%	13%	0%	0%	0%	
F.E. WARREN AFB, WY	36%	53%	24%	16%	1%	4%	64%	44%	18%	28%	13%	0%	0%	0%	
MINOT AFB, ND	33%	66%	19%	9%	0%	6%	67%	32%	26%	22%	17%	1%	0%	0%	
LAUGHLIN AFB, TX	34%	55%	22%	15%	4%	4%	68%	27%	16%	43%	12%	0%	0%	1%	
WHITE SANDS MISSILE RANGE, NM	33%	55%	23%	13%	2%	7%	67%	39%	16%	28%	13%	0%	0%	1%	
MIDWEST REGION (31)	36%	54%	21%	16%	1%	6%	62%	35%	19%	31%	14%	0%	0%	0%	

DECA - NORTHWEST REGION

SHARE OF FULL REVENUE AND PRICE VALUE BY MANUFACTURER

FULL REVENUE SHARE

PRICE VALUE SHARE

	TOTAL	PM	RJR	BAW	L&M	LOR	TOTAL	BAW	PM	RJR	L&M	LOR	COMMON	STAR
	FULL	FULL	FULL	FULL	FULL	FULL	PRICE	PRICE	PRICE	PRICE	PRICE	PRICE	WEALTH	PRICE
	REV	REV	REV	REV	REV	REV	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE
	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE
MCCHORD AFB, WA	40%	51%	24%	17%	1%	7%	60%	63%	10%	16%	7%	1%	0%	1%
FORT LEWIS, WA	37%	53%	25%	15%	1%	6%	63%	65%	10%	17%	7%	1%	0%	0%
FAIRCHILD AFB, WA	35%	54%	25%	16%	1%	5%	65%	51%	18%	16%	14%	1%	0%	0%
MOUNTAIN HOME AFB, ID	34%	61%	22%	13%	3%	2%	68%	46%	24%	9%	10%	1%	0%	0%
MALMSTROM AFB, MT	32%	58%	22%	17%	1%	5%	68%	40%	20%	28%	12%	2%	0%	0%
NORTHWEST REGION (5)	37%	63%	24%	16%	1%	6%	63%	57%	15%	16%	10%	1%	0%	1%

ALASKA REGION

	TOTAL	PM	RJR	BAW	L&M	LOR	TOTAL	BAW	PM	RJR	L&M	LOR	COMMON	STAR
	FULL	FULL	FULL	FULL	FULL	FULL	PRICE	PRICE	PRICE	PRICE	PRICE	PRICE	WEALTH	PRICE
	REV	REV	REV	REV	REV	REV	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE
	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE
ELMENDORF AFB, AK	53%	60%	22%	13%	1%	4%	47%	67%	17%	16%	7%	1%	0%	0%
FORT WAINWRIGHT, AK	49%	63%	15%	10%	1%	11%	51%	63%	17%	16%	3%	1%	0%	0%
FORT RICHARDSON, AK	52%	58%	18%	14%	1%	7%	48%	63%	14%	17%	6%	1%	0%	0%
EIELSON AFB, AK	48%	73%	15%	4%	1%	7%	53%	58%	16%	22%	2%	1%	0%	0%
FORT GREELY, AK	50%	64%	20%	7%	1%	8%	50%	53%	16%	17%	11%	1%	0%	0%
ALASKA REGION (5)	51%	62%	18%	12%	1%	7%	49%	60%	16%	18%	5%	1%	0%	0%

HAWAII REGION

	TOTAL	PM	RJR	BAW	L&M	LOR	TOTAL	BAW	PM	RJR	L&M	LOR	COMMON	STAR
	FULL	FULL	FULL	FULL	FULL	FULL	PRICE	PRICE	PRICE	PRICE	PRICE	PRICE	WEALTH	PRICE
	REV	REV	REV	REV	REV	REV	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE
	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE	SHARE
HICKAM AFB, HI	81%	67%	7%	26%	1%	1%	19%	70%	8%	20%	1%	1%	0%	0%
FORT SHAFTER, HI	80%	58%	8%	30%	1%	2%	20%	68%	6%	22%	2%	1%	0%	0%
SCHOFIELD BARACKS, HI	84%	60%	10%	23%	1%	5%	36%	56%	11%	28%	4%	1%	0%	0%
HAWAII REGION (3)	76%	63%	8%	26%	1%	2%	24%	65%	8%	24%	2%	1%	0%	0%

9916 15815

TEL:

Nov 12 97

15:57 No. 020 P. 06

DECA - SOUTHERN REGION

SHARE OF FULL REVENUE AND PRICE VALUE BY MANUFACTURER

FULL REVENUE SHARE

PRICE VALUE SHARE

TOTAL FULL REV SHARE	PM FULL REV SHARE	RJR FULL REV SHARE	B&W FULL REV SHARE	L&M FULL REV SHARE	LOR FULL REV SHARE	TOTAL PRICE VALUE SHARE	B&W PRICE VALUE SHARE	PM PRICE VALUE SHARE	RJR PRICE VALUE SHARE	L&M PRICE VALUE SHARE	LOR PRICE VALUE SHARE	COMMON WEALTH VALUE SHARE	STAR PRICE VALUE SHARE
32%	50%	26%	16%	1%	8%	68%	23%	15%	52%	10%	0%	0%	0%
36%	53%	24%	16%	2%	6%	64%	30%	19%	36%	15%	0%	0%	0%
35%	47%	31%	15%	2%	5%	65%	30%	32%	23%	15%	0%	0%	0%
34%	49%	26%	19%	2%	4%	66%	29%	23%	29%	20%	0%	0%	0%
36%	42%	30%	17%	2%	10%	64%	27%	24%	33%	16%	0%	0%	0%
32%	51%	26%	14%	2%	7%	68%	23%	21%	48%	12%	0%	0%	0%
34%	52%	25%	16%	2%	6%	66%	31%	21%	32%	14%	0%	0%	0%
31%	50%	32%	14%	0%	4%	69%	43%	22%	22%	13%	0%	0%	0%
34%	47%	27%	17%	2%	9%	66%	30%	22%	30%	18%	0%	0%	0%
33%	43%	27%	18%	1%	11%	67%	26%	18%	40%	17%	0%	0%	0%
40%	44%	32%	16%	1%	6%	60%	31%	25%	28%	17%	0%	0%	0%
34%	55%	19%	13%	1%	13%	66%	37%	20%	29%	14%	0%	0%	0%
42%	51%	22%	17%	1%	9%	58%	34%	20%	33%	13%	0%	0%	0%
30%	45%	27%	14%	1%	13%	70%	27%	24%	37%	12%	0%	0%	0%
34%	51%	24%	14%	1%	10%	66%	24%	27%	28%	21%	0%	0%	0%
34%	42%	35%	17%	2%	5%	66%	22%	27%	37%	14%	0%	0%	0%
32%	52%	27%	15%	1%	5%	68%	27%	26%	36%	13%	0%	0%	0%
38%	46%	33%	16%	1%	5%	63%	29%	21%	31%	19%	0%	0%	0%
45%	42%	30%	22%	0%	5%	56%	27%	37%	25%	11%	0%	0%	0%
34%	44%	36%	16%	1%	3%	66%	31%	32%	28%	9%	0%	0%	0%
36%	45%	45%	9%	0%	1%	64%	14%	39%	21%	26%	0%	0%	0%
34%	49%	27%	16%	1%	7%	66%	28%	21%	35%	15%	0%	0%	0%

KEESLER AFB, MS

EGLIN AFB, FL

REDSTONE ARSENAL, AL

BARKSDALE AFB, LA

FORT JACKSON, SC

TYNDALL AFB, FL

HURLBURT FIELD, FL

FORT RUCKER, AL

FORT GORDON, GA

CHARLESTON AFB, SC

MAXWELL AFB, AL

FORT STEWART, GA

HUNTER AAF, GA

NWS CHARLESTON, SC

SHAW AFB, SC

COLUMBUS AFB, MS

MOODY AFB, GA

GUNTER AFS, AL

FORT MCPHERSON, GA

ARNOLD AFS, TN

CAMP MERRILL, GA

SOUTHERN REGION (21)

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DECA - SOUTHWEST REGION

SHARE OF FULL REVENUE AND PRICE VALUE BY MANUFACTURER

	FULL REVENUE SHARE					PRICE VALUE SHARE					COMMON WEALTH SHARE					TAR PRICE VALUE SHARE				
	TOTAL FULL REV SHARE	PM FULL REV SHARE	RJR FULL REV SHARE	B&W FULL REV SHARE	L&M FULL REV SHARE	LOR FULL REV SHARE	TOTAL PRICE VALUE SHARE	B&W PRICE VALUE SHARE	PM PRICE VALUE SHARE	RJR PRICE VALUE SHARE	L&M PRICE VALUE SHARE	LOR PRICE VALUE SHARE	COMMON WEALTH VALUE SHARE	TAR PRICE VALUE SHARE						
NELLIS AFB, NV	43%	53%	18%	17%	1%	5%	57%	52%	19%	17%	12%	0%	0%	0%						
MCCLELLAN AFB, CA	46%	49%	24%	20%	1%	6%	54%	43%	26%	12%	13%	0%	0%	0%						
TRAVIS AFB, CA	52%	55%	20%	16%	1%	8%	48%	49%	21%	15%	15%	0%	0%	0%						
DAVIS-MONTHAN AFB, AZ	36%	68%	22%	17%	1%	5%	64%	60%	17%	15%	8%	0%	0%	0%						
MARCH AFB, CA	45%	54%	21%	20%	1%	5%	55%	60%	14%	14%	12%	0%	0%	1%						
HILL AFB, UT	44%	59%	24%	13%	1%	4%	56%	47%	22%	22%	9%	0%	0%	0%						
OAKLAND ARMY BASE, CA	61%	47%	21%	18%	0%	14%	39%	70%	15%	11%	4%	0%	0%	0%						
NAS MOFFETT FIELD, CA	63%	59%	19%	15%	1%	6%	37%	69%	18%	10%	4%	0%	0%	0%						
EDWARDS AFB, CA	43%	62%	20%	14%	1%	3%	57%	52%	20%	15%	13%	0%	0%	0%						
FORT HUACHUCA, AZ	33%	58%	24%	16%	1%	4%	67%	65%	10%	16%	9%	0%	0%	0%						
VANDENBERG AFB, CA	51%	58%	19%	17%	1%	6%	49%	51%	26%	13%	9%	0%	0%	0%						
FORT IRWIN, CA	45%	63%	14%	10%	1%	13%	56%	56%	13%	19%	12%	0%	0%	0%						
YUMA PROVING GROUND, AZ	33%	58%	25%	15%	1%	2%	67%	58%	17%	21%	6%	0%	0%	0%						
SIERRA ARMY DEPOT, CA	39%	49%	20%	18%	0%	13%	61%	58%	18%	9%	18%	0%	0%	0%						
DUGWAY PROVING GROUND, UT	51%	76%	20%	3%	0%	2%	50%	30%	10%	27%	34%	0%	0%	0%						
FORT HUNTER-LISGETT, CA	46%	55%	21%	16%	3%	6%	55%	61%	20%	9%	19%	0%	0%	0%						
SOUTHWEST REGION (16)	44%	66%	21%	17%	1%	6%	56%	55%	18%	16%	11%	0%	0%	0%						

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VENDOR ALIGNMENT FOR COMMISSARY PLAN-O-GRAMS

	FULL REVENUE SECTION				PRICE VALUE SECTION				
PM	LOR	RJR	L&M	B&W	B&W	L&M	RJR	PM	OTHER BRANDS if stocked
PM	LOR	RJR	L&M	B&W	B&W	L&M	RJR	PM	OTHER BRANDS if stocked
PM	LOR	RJR	L&M	B&W	B&W	L&M	RJR	PM	OTHER BRANDS if stocked
PM	LOR	RJR	L&M	B&W	B&W	L&M	RJR	PM	OTHER BRANDS if stocked
PM	LOR	RJR	L&M	B&W	B&W	L&M	RJR	PM	OTHER BRANDS if stocked

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EXAMPLE

MCGUIRE AFB COMMISSARY PLAN-O-GRAMS

10 FOOT SECTION

FULL REVENUE SECTION

PRICE VALUE SECTION

	PM 38"	LOR 16"	RJR 11"	L&M 4"	B&W 12"	B&W 18"	L&M 5"	RJR 8"	PM 8"	COMMON WEALTH 3.5"
	PM 38"	LOR 16"	RJR 11"	L&M 4"	B&W 12"	B&W 18"	L&M 5"	RJR 8"	PM 8"	COMMON WEALTH 3.5"
	PM 38"	LOR 16"	RJR 11"	L&M 4"	B&W 12"	B&W 18"	L&M 5"	RJR 8"	PM 8"	STARS 3.5"
	PM 38"	LOR 16"	RJR 11"	L&M 4"	B&W 12"	B&W 18"	L&M 5"	RJR 8"	PM 8"	
	PM 38"	LOR 16"	RJR 11"	L&M 4"	B&W 12"	B&W 18"	L&M 5"	RJR 8"	PM 8"	

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